

DecisionMaker® Manufacturing Marketplace Database



GEOGRAPHIC ANALYSIS

The *DecisionMaker® Manufacturing Marketplace Database* is the premier source for targeting over 3.8 million buyers and specifiers at nearly 1.3 million manufacturing locations across the U.S. and Canada.

E-List Available

- ◆ These key individuals are responsible for purchasing products and services for manufacturing plants, warehouses and distribution centers in a wide range of industries.
- ◆ There's no better way to promote machinery, tools, instruments, materials, computer products and applications, communications equipment, training and educational programs.

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

State	ZIP Code	Individuals
ME	039-049	16,096
NH	030-038	24,892
VT	050-059	9,343
MA	010-027	121,751
RI	028-029	14,829
CT	060-069	61,003
New England		6.4% 247,914
NY	100-149	206,904
NJ	070-089	137,327
PA	150-196	179,893
Middle Atlantic		13.6% 524,124
OH	430-458	181,185
IN	460-479	98,175
IL	600-629	212,062
MI	480-499	160,250
WI	530-549	99,889
East North Central		19.5% 751,561
MN	550-567	88,790
IA	500-528	43,194
MO	630-658	74,552
ND	580-588	9,199
SD	570-577	9,533
NE	680-693	25,093
KS	660-679	37,953
West North Central		7.5% 288,314
DE	197-199	10,919
MD	206-219	78,310
DC	200-205	17,330
VA	220-246	104,218
WV	247-268	15,472
NC	270-289	95,432
SC	290-299	40,098
GA	300-319	96,057
FL	320-349	154,534
South Atlantic		15.8% 612,370
KY	400-427	46,123
TN	370-385	64,380
AL	350-369	44,297
MS	386-397	20,639
East South Central		4.5% 175,439
AR	716-729	25,378
LA	700-714	32,369
OK	730-749	34,921
TX	750-799	218,774
West South Central		8.1% 311,442
MT	590-599	9,994
ID	832-838	16,528
WY	820-831	5,805
CO	800-816	62,359
NM	870-884	16,299
AZ	850-865	51,087
UT	840-847	28,461
NV	889-898	16,483
Mountain		5.4% 207,016
AK	995-999	5,857
WA	980-994	70,019
OR	970-979	44,838
CA	900-961	434,334
HI	967-968	9,095
Pacific		14.6% 564,143
United States		95.3% 3,682,323
U.S. Territories		0.1% 5,151
Canada		1.5% 57,974
Mexico		0.1% 2,471
Other International		3.0% 116,098
APO/FPO		— —
Unknown		0.0% 3
Total		100.0% 3,864,020

Size of List: 3,864,020

Base Price: \$145/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Design/Specify for Industry	\$20/M
Employee Size	\$10/M
Home Address	n/c
Internet Usage	\$20/M
Job Function	\$15/M
Location Square Footage	\$10/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/ Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Telephone Numbers	\$60/M
Warehouse Square Footage	\$10/M

Multi-Channel Pricing

Mailing/E-Mail: \$515/M
Mailing/Telemarketing: \$240/M
Mailing/E-Mail/Telemarketing: \$615/M

**Size of E-List:
660,754**

**E-List Base Price:
\$445/M**

- SEE ALSO:**
- Control Engineering
 - Design News
 - EDN
 - ECN
 - Industrial Distribution
 - Industrial Maintenance & Plant Operation
 - Logistics Management
 - Material Handling Product News
 - Modern Materials Handling
 - Packaging Digest
 - Plant Engineering
 - Product Design & Development
 - Pollution Engineering
 - Purchasing
 - Quality

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

DecisionMaker® Manufacturing Marketplace Database

SIC Code*

10 Mining	9,637
12 Coal Mining	4,214
13 Oil & Gas Extraction	20,846
14 Non-Metallic Minerals, Except Fuels	85,946
15 General Building Contractors	91,544
16 Heavy Construction, Except Buildings	36,560
17 Special Trade Contractors	192,226
20 Food & Kindred Products	190,564
22 Textile Mill Products	27,896
23 Apparel & Other Textile Products	33,169
24 Lumber & Wood Products	56,701
25 Furniture & Fixtures	90,174
26 Paper & Allied Products	77,977
27 Printing & Publishing	219,262
28 Chemicals & Allied Products	251,412
29 Petroleum & Coal Products	40,401
30 Rubber & Miscellaneous Plastic Products	129,459
31 Leather & Leather Products	6,350
32 Stone, Clay & Glass Products	88,176
33 Primary Metal Products	108,682
34 Fabricated Metal Products	252,941
35 Industrial Machinery & Equipment	622,270
36 Electronic & Other Electric Equipment	494,317
37 Transportation Equipment	263,538
38 Instruments & Related Products	294,991
39 Miscellaneous Manufacturing	75,564
40 Railroad Transportation	4,670
41 Local & Interurban Passenger Transit	14,647
42 Trucking & Warehousing	113,822
44 Water Transportation	5,357
45 Transportation by Air	16,535
47 Transportation Services	53,681
48 Communications	189,136
49 Electric, Gas & Sanitary Services	114,677

Employee Size

Less than 20	1,193,531
20-49	551,899
50-99	523,817
100-249	571,153
250-499	331,209
500-999	259,978
1,000 or More	620,305

Job Function*

50 Wholesale Trade – Durable Goods	355,594
51 Wholesale Trade – Non-Durable Goods	124,040
52 Building Materials & Garden Supplies	28,512
53 General Merchandise Stores	4,525
54 Food Stores	10,224
55 Auto Dealers/Service Stations	11,991
57 Furniture & Home Furnishings	28,807
58 Eating & Drinking Places	6,460
59 Miscellaneous Retail	27,876
60 Depository Institutions	13,895
61 Non-Depository Institutions	6,580
65 Real Estate	10,367
67 Holding & Other Investments	35,791
72 Personal Services	4,626
73 Business Services	362,499
75 Auto Repair/Services & Parking	13,197
76 Miscellaneous Repair Services	24,145
78 Motion Pictures	10,032
79 Amusement & Recreation Services	8,283
80 Health Services	20,586
82 Educational Services	41,841
83 Social Services	5,584
86 Membership Organizations	8,469
87 Engineering & Management Services	418,543
89 Other Services	6,259
91 Executive, Legislative & General Government	48,187
92 Justice, Public Order & Safety	9,732
94 Administrator of Human Resources	6,300
95 Environmental Quality & Housing	7,460
96 Administrator of Economic Programs	19,616
97 National Security & International Affairs	30,921
99 Non-Classifiable Establishment	33,704

Design/Specify for Industry

Aerospace/Defense	342,318
Appliances/Consumer Products	385,322
Automotive/Trucks/Off-Highway	411,466
Communications	424,160
Computers/Office Machines	433,600
Industrial Controls/Machine Tools	508,592
Medical/Healthcare	307,992

Location Square Footage

Administrative	238,777
Assembly	71,983
Automation	1,659
Consulting	169,529
Corporate or General Management	2,431,175
Design Engineering	481,903
Distributor/Manufacturer's Representative	8,275
Electrical Engineering	115,154
Engineering	846,306
Engineering Management	241,140
Finance/Accounting	119,435
Human Resources	36,119
Maintenance	718,923
Material Handling	190,703
MIS/Data Processing	125,740
Packaging	95,232
Plant Management/Operations	421,472
Production/Manufacturing	333,820
Purchasing/Procurement	190,271
Quality Assurance/Quality Control/Test	112,658
Research & Development	234,214
Sales & Marketing	296,715
Supply Chain	309,121
Systems Integrator	121,991
Technical Design/Management/Service	197,641
Traffic/Distribution	136,512
Warehousing	70,895

Location Square Footage

Less than 10,000	7,491
10,000	32,929
25,000	10,275
50,000	73,190
100,000	101,080
250,000	209,650
500,000	168,618
1,000,000	158,302
2,000,000	15,413
More than 2,000,000	89,999

Internet Usage

My Company Buys Via the Internet	1,446,710
My Company Sells Via the Internet	1,255,091
I Buy Via the Internet on Behalf of My Company	262,276

Source: Publisher's own data

* Multiple Response

DecisionMaker® Manufacturing

Marketplace Database



Buying Authority*

Abrasives	25,482	Lubricants & Other Petroleum Products	197,915
Adhesives/Fasteners	134,241	Maintenance/Sanitation	152,600
Assembly Components	138,812	Material Handling	360,318
Assembly Tooling & Fixtures	31,726	Measuring & Sensing	120,261
Auto ID/Data Collection	147,451	Metals	210,162
Bonders/Packaging/Marking	12,960	Motion Control	130,845
CAD/CAM/CAE/CIM	257,685	Office & Business Machines	78,014
Card-Level Instruments & Buses	126,032	Office Furniture/Supplies	81,979
Chemicals/Gases/Materials	114,556	Packaging	236,724
Communications Network	585,207	Paints/Coatings	138,659
Communications/Microwave Test	30,103	Peripherals	494,718
Computer Components	288,786	Piping, Valves & Fittings	290,134
Computer Hardware	476,673	Plastics	200,198
Computer Services	263,728	Pollution Control	150,323
Computers-PCs/Workstations	604,207	Power Supplies	241,628
Connectors/Sockets/Backplanes	111,516	Printing Equipment & Products	165,937
Consulting	175,365	Production/QA/ATE/Test	128,044
Contract Manufacturing	82,877	Programmable Controllers	9,059
Contractors Supplies & Accessories	12,061	PS-Wireless Technology	238,548
Controllers/Regulators	232,540	Pumps	222,271
Conveyors	107,228	Power Transmission Components/Equipment	449,237
Data Acquisition Systems/Equipment	167,812	QA/QC Instrumentation/Equipment	145,692
Design Software or Hardware		Safety Equipment	234,712
CAD/CAM	238,701	Safety/Security	336,212
Design/Test/Measurement	96,183	Software/Data Analysis Programs	295,081
Drying Equipment	12,052	Software: All Types	1,134,784
ECommerce	150,760	Soldering Systems/Equipment/Supplies	36,656
Electric Motors & Motor Controls	227,656	Test Hardware	73,213
Electrical/Electronic Equipment & Supplies	342,655	Test Instruments	356,369
Electrical/Electronic Equipment	237,415	Test/Analysis Services/Consultants	76,937
Electromechanical Components	158,736	Third Party Services/Outsourcing	160,527
Electronic/Electrical Components	528,869	Tools	278,304
Electronics Design Automation (EDA)	66,543	Transportation Equipment & Supplies	236,660
Engineering Equipment	73,548	Transportation Services	211,155
Facilities/Contamination Control	84,419	Wafer Making/Processing	20,955
Fasteners/Cabinets/Enclosures/Hardware	266,561	Warehousing/Storage	163,626
Fastening/Joining/Assembly Systems & Components	283,691	Weighing/Counting Equipment	17,554
Fluid Power/Handling Devices	210,088	Workstations/Hardware	291,713
Form/Fill/Seal Machines & Equipment	42,727	Other Equipment	345,050
HVAC	158,423	Other Products Specified	433,407
Hybrid Circuit Materials Design/Production Equipment	6,286		
ICs	215,798		
Ingredients/Raw Materials	138,611	Less than 49,999	202,108
Inspection Equipment	107,630	50,000-99,999	194,495
Instrument/Controls	299,980	100,000-199,999	121,183
Lasers & Cutting Machines/Equipment	13,719	200,000 or More	165,630
Lift Trucks	252,927		

PC User/CD-ROM Access/ Internet Access

PC User at Home	18,680
PC User at Work	319,646
CD-ROM Access	20,647
Internet Access	281,202

Sales Volume

Less than \$1 Million	496,963
\$1 Million-\$9 Million	457,932
\$10 Million-\$49 Million	270,832
\$50 Million-\$249 Million	139,192
\$250 Million-\$1 Billion	54,244
More than \$1 Billion	49,083

Business Type

Aircraft/Guided Missile/Ordnance Manufacturers	46,771
Automotive & Other Transportation Manufacturers	134,922
Computer & Data Processing Services	216,014
Computer Manufacturing	14,227
Consultants	51,084
Distributors	98,954
Electronic Manufacturers	242,548
Engineering Construction Firms	371,955
Government & Military	218,120
Instrument & Control Apparatus Sales/Service	46,105
Instrumentation & Control Equipment Manufacturer	97,810
Manufacturer's Representative	3,554
Manufacturers of Machinery & Equipment for Industry	574,232
Pharmaceutical Manufacturing	8,388
Printing	57,126
Raw Material Processing Industry	733,339
Research & Development Firms	49,985
Supply Chain	341,713
Transportation & Communication Services	100,584
Utilities/Electric/Gas/Water/Sewer	59,855
Other Fabricated Metal & Miscellaneous Manufacturers	354,119

Warehouse Square Footage

Less than 49,999	202,108
50,000-99,999	194,495
100,000-199,999	121,183
200,000 or More	165,630

Source: Publisher's own data

* Multiple Response